

Nourishing News



IDAHO STATE DEPARTMENT OF EDUCATION CHILD NUTRITION PROGRAMS

FEBRUARY 2009

► **Presentation of the Food Served**



► **Menus Offer a Variety**



► **Personnel Preparing and Serving**

This publication has been sent to all:

- School Food Service Directors
- School Food Service Kitchen Managers
- Child & Adult Care Food Program Sponsors

TRAINING OPPORTUNITIES

- March 13th Preview the Review for RCCI's-Boise*

Simplified Summer Food Annual Training-various dates and locations
- CACFP Mandatory Annual Training-various dates and locations*



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To sign up for Child Nutrition trainings or for more information, visit our training web site: www.databasesdoneright.com/nutrition/

- CIRCULATE TO: ☐ Superintendent ☐ Principal
☐ School Nurse ☐ CACFP Director ☐ Kitchen Staff

Tell Your Story – It's Marketing!

Marketing is simply telling the story of your child nutrition program to others in such a way that they will want to participate every day! So, what's your story?

- The presentation of the food served on the line, tray, plate and table tells a story – Do you purchase high-quality food? Do you use appropriate sized serving dishes? Can you spruce up the serving lines or add garnishes? Do you prepare foods just in time to prevent overcooking?
- The aromas coming from your kitchen tell a story – Can you cook or bake something with an enticing scent? Do your kitchen, serving and eating areas all smell clean and fresh?
- The menu tells a story – Do your menus offer a variety of healthy, delicious foods? Involve your customers when selecting new menu items? Use descriptive words to draw customers in? Is your menu free of spelling and grammar errors and does it look neat and professional? Is it posted in prominent places?



A Message from the Director

MARKETING IN THE CHILD NUTRITION PROGRAMS

Marketing is a key factor in the success of Child Nutrition Programs. The use of marketing can effectively enhance the growth and image of the Child Nutrition Programs. Many people think of marketing as the advertising, promotion, or selling of a commodity. But marketing is much more than these three things. We often hear that a satisfied customer is the best advertisement for any business. Customer satisfaction depends upon two major elements: (1) offering quality food that is appealing to the customer, and (2) providing customer service that is focused on customer needs and wants. The customer has changed over the years, and today's customer in the Child Nutrition Programs wants the food served to be high-quality at low prices. Today's customers have grown up with thousands of commercials telling them what they ought to eat in order to be big, strong and popular. As a result, many child nutrition managers are looking at what the customer is requesting. It is important to see the customers as

individuals, not just as a group. Since June 30, 2004 when Section 204 of Public Law 108-265 was implemented (Local Wellness Policy), we have seen a strong trend toward a healthier lifestyle in communities across the State of Idaho. It is important to remember that the goal of our program is to offer healthy and appealing meals to all customers. In last month's issue of *Nourishing News*, the New Nutrition Standards for Idaho School Meals were introduced. This is a perfect time to use the resource materials provided by your Idaho State Department of Education, Child Nutrition Programs to market these new standards. Remember to include all stakeholders-customers, parents, administrators and community-to market this change in your program. In developing a marketing plan, a thorough, conscientious, and honest approach applies. A comprehensive marketing plan promotes a positive image of the school food and nutrition program. In developing a marketing plan, the program leaders must keep in mind federal and state program regulations when creating strategies related to price and/or promotions. If in doubt, contact the Idaho Child Nutrition State Agency.

Sincerely,
Colleen Fillmore, PhD, RD, LD
CNP Director

Give Your Breakfast a Boost!

Ed Herrera, BS, Coordinator

The benefits children receive from eating a nutritious breakfast are numerous and well-documented. Child Nutrition Program sponsors are always looking for ways to expand participation in their breakfast and lunch programs. Often, marketing is as easy as putting a slight twist in what is currently being done. For example, through the USDA, the Idaho Child Nutrition Programs are offering whole wheat pancakes to school districts as a featured item in the commodity Whole Grains Pilot Program. Give your breakfast programs a boost by marketing the whole wheat pancakes through special promotions. Here are some ideas:

- **VIP BREAKFAST** - Offer designated days to include parents, grandparents or significant others in the breakfast program.
- **BACKWARDS DAY** - Have breakfast for lunch. Mix it up a bit and have the lunchroom staff wear their hats or shirts backwards.
- **SMILEY CAKES** - Serve whole wheat pancakes with a fruit cup and encourage the students to make smiley faces with the pancakes.

- **BREAKFAST IN THE CLASSROOM** - Make arrangements to serve breakfast in the classroom.

- **HEROES BREAKFAST** - Invite the local police force, firefighters or emergency response team as special guests. Take pictures and hang them on a bulletin board the next day.

These are just a few examples of different ways to build excitement about whole wheat pancakes. Even though Child Adult Care Food Program sponsors receive cash in lieu of commodities and will not receive the whole grain pancakes, they too can find healthy breakfast items and use these fun ideas. Use your imagination and have fun with your promotions!



Promoting Healthy Eating Habits

Barbara Wilson, M.Ed., Program Director of Nutrition Works

Providing our children with healthy nutritious meals is one of the primary goals of the Child and Adult Care Food Program (CACFP). Research proves that proper nutrition in young children not only contributes to their physical growth, but to their intellectual and emotional development as well. Children who participate in CACFP have the opportunity to develop positive eating habits that will lead to a lifetime of good health.

However, developing these healthy eating habits has become increasingly more difficult each year with the drastic increase in availability of fast food restaurants and the huge diversity of processed food products. This has caused children to develop a strong preference for foods high in solid fats, sugar and sodium. This is a major threat to their future health. The CACFP needs the support of parents to be successful in helping children acquiring these healthy habits.

So how do you get this parental support? First, you need to tap into their knowledge about good nutrition and build on it. You can do this by asking parents to mail in some

favorite healthy family recipes. Children are always much more open to eating familiar foods. This helps strengthen the link between home and child care. You could even compile these recipes into a "Recipes for Healthy Eating" booklet and share it with parents.

Then you can provide parents with some additional healthy recipes that you are serving their children in your child care program along with pertinent nutrition information. This could be presented in a monthly newsletter with other program information or just a monthly one-page information sheet with easy, healthy recipes and nutrition bullets. Parents are extremely busy so short, easy-to-read information (that is tied to their children) will have a greater chance of getting read than a long informative article.

The National CACFP Week, March 15-21, 2009 might be a good time to highlight and review the benefits of CACFP with your parents and the community at large. You could review the program's influence on developing positive eating habits in children in your own newsletter along with a recipe, as well as sending an article or letter to the editor of your local newspaper. CACFP plays an integral part in helping our country's children develop to their full potential by leading healthier lives and needs our support.

Using Nutrition Education in Marketing the Foods You Serve

Rachel Johns, RD, LD, Coordinator

Marketing is an important part of every business. It is important to market to get new customers, but marketing can also help you keep current customers. The USDA Child and Adult Care Food Program (CACFP) is a positive program and can help market your child care center. You prepare nutritious meals and snacks every day; why not show others what goes on in your kitchen?

Marketing nutrition to your direct customers, the children, is a great way to help them be more comfortable around new foods. Here are a few ideas on how to incorporate nutrition education into marketing the foods you serve:

- ▶ Have a class where children come to the kitchen and learn about the nutritious foods you serve
- ▶ Introduce a new healthy food each week; have a lesson on it and then serve it at a meal
- ▶ Use food in a hands-on lesson in counting. An example of this would be to count whole oranges in class, then at meal time have children count how many orange sections they have.
- ▶ Use fruit to teach colors
- ▶ Plant a garden
- ▶ Let small groups of older children help prepare snacks

You also want to market to parents because they are the ones choosing which child care to use. Here are a few ways you can use the foods you serve to market to parents:

- ▶ Invite parents to stay for breakfast (or any meal)
- ▶ Send menus and/or newsletters home to parents (make sure they include the non-discrimination statement)
- ▶ When you use whole grains or fresh fruits and vegetables write it on the menu
- ▶ Have children color and take home pictures of their favorite healthy meal served at your center

Turning the Lunchroom into a Learning Lab

Mary Jo Marshall, BS, Coordinator

Are you looking for ways to market and promote good nutrition to your students but don't have the time or the confidence to present in the classrooms?

Below are some ideas you can use to provide nutrition information to your customers. Some require student involvement and most can be done without ever leaving your work area:

- ▶ Make use of the space on the back of the menus you distribute to educate students and parents by providing a weekly nutritional analysis of the meals you offer
- ▶ Host classroom tours of your school kitchen and warehouse to provide students with a "Behind the Scenes" view of school lunch
- ▶ Promote participation by offering incentives and rewards that are nutrition-related such as bookmarks, stickers, or coupons to redeem for a healthy treat such as an exotic fruit kebob or fruit smoothie
- ▶ Invite students to help with menu planning and highlight the classroom's special meal on your menu
- ▶ Encourage teachers to participate in the "Bread in a Bag" project and adapt the bread recipe by replacing some of the white flour in the recipe with whole wheat flour for a healthier product
- ▶ Involve students in conducting plate waste studies
- ▶ Invite students in the art classes to create pictures or posters with a nutrition theme for the walls of the dining room and display their work for all to appreciate and learn from

For more tips and ideas, search the internet for children's nutrition education-related sites. One site under this search is: www.fns.usda.gov/tn/kids-pyramid.html. At this site you will find posters, coloring pages, tips for families and classroom educational materials to share with teachers and students.

(*don't — Tell Your Story — It's Marketing!*)

▶ The personnel preparing and serving the meals tell a story – Does everyone look neat and clean? Are they friendly and good role models? Can they answer questions about your program accurately and positively? Do they like what they do?

▶ The information you provide to others about your program tells a story – Do you let students and children, parents, teachers, boards, administrators, and the community know what you are doing?

▶ Tell your story as often as you can and where ever you can - through electronic means (websites, email, texting, etc.), flyers, menu backs, open houses, nutrition education opportunities, promotions, meetings (staff, board, student, parent, etc.), catered functions, television, radio, newspapers and newsletters.

Everyone loves a good story, you have a best seller and - it's all marketing!

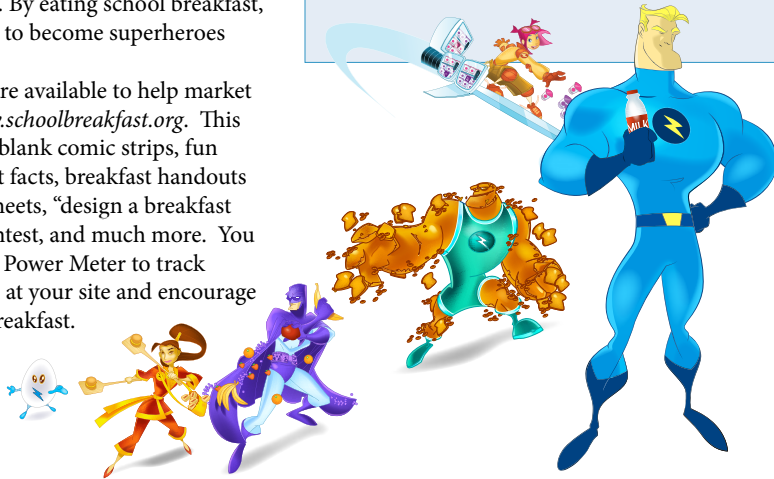


Breakfast Week Promotion

Heidi Martin, MS, RD, LD

The School Nutrition Association sponsors a Breakfast Week promotion every year. The theme for the 2009 Breakfast Week is "Power Up with School Breakfast!" Breakfast Week is March 2-6, 2009. The "Power Up with School Breakfast" campaign features a team of superheroes who introduce students to the importance of eating school breakfast every day. Using a series of interactive tools and activities, students meet the school breakfast heroes and learn about the importance of eating healthy, eating a variety of foods and being active. By eating school breakfast, students can power up to become superheroes themselves.

Several resources are available to help market breakfast week at www.schoolbreakfast.org. This website has fill-in-the-blank comic strips, fun nutrition and breakfast facts, breakfast handouts for parents, coloring sheets, "design a breakfast superhero" student contest, and much more. You can also download the Power Meter to track breakfast participation at your site and encourage more students to eat breakfast.



IDEAS FOR MARKETING BREAKFAST:

- ▶ Make Breakfast Superhero costumes for foodservice staff
- ▶ Host a "Dress like a Superhero" day
- ▶ Have a creative writing contest
- ▶ Decorate the cafeteria with Breakfast Superhero themed materials
- ▶ Invite parents to eat breakfast with students
- ▶ Offer prizes to classrooms with the highest breakfast participation
- ▶ Have students write about local heroes in their community



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